

Contact your Regional
Marketing Manager:



2005 Brochure Section Advertising Co-op

You can save 15% - 64% below rate card by participating in the Indiana Office of Tourism Development's Cooperative Print Advertising Program. The Indiana Office of Tourism negotiates bulk space ad rates and then subsidizes each publication further; spending more than \$300,000 each year to make sure that Indiana advertisers receive the lowest rates possible. Ultimately, the savings will allow you to advertise more and help increase the State of Indiana's marketing presence in the Midwest. To participate, contact your Regional Marketing Manager above.

PUBLICATION NAME:	INDIANAPOLIS STAR – Travel Brochure Section	
DESCRIPTION:	SPRING: A special tabloid-size insert in the Sunday edition of the <i>Indianapolis Star</i> newspaper. FALL: A brochure page is inside the Travel Section in the Sunday edition of the <i>Indianapolis Star</i> newspaper.	
CIRCULATION PER ISSUE:	367,000	
GEOGRAPHICAL AREA:	Indianapolis and the eight surrounding counties	

2005 ISSUES:	Spring	Fall *
	(March drop date TBD)	(August drop date TBD)
TOTAL BROCHURES AVAILABLE IN INDIANA CO-OP:	20 brochures or more	10 brochures or more
SPACE AND MATERIALS CLOSE:	MON, NOV 14, 2004	MON, MARCH 14, 2005

(Your contract, artwork and reader service form must be received by your Regional Marketing Manager by the date listed above.)

2005 PARTICIPATION POLICY

All advertisers submitting the required materials by the Space and Material Close Dates are guaranteed placement.

THERE IS A SEPARATE RATE FOR THE SPRING INSERT AND A SEPARATE RATE FOR THE FALL PAGE

BROCHURE AD NET RATE FOR <u>SPRING</u> :	\$728.00	NET RATE ON RATE CARD: \$1,130.50
The Spring brochure section is a special stand-alone insert in the Sunday edition.		TOTAL SAVINGS OF: 36%
BROCHURE AD NET RATE FOR <u>FALL</u> :	\$424.00	NET RATE ON RATE CARD: \$1,130.50
The Fall brochure section is a page of the Sunday Travel Section.		TOTAL SAVINGS OF: 62%
BROCHURE AD MATERIALS REQUIREMENT:	Brochure cover art (slide or printed brochure) and 25 words of copy and website address.	

READER SERVICE: Fill out the Indiana Print Advertising Co-op READER SERVICE FORM and submit with contract and artwork to your RMM.
Indianapolis Star does not include advertiser copy in Reader Service area. Advertiser copy only appears in brochure ad area.

THERE IS NO ADDITIONAL CHARGE TO RECEIVE LEADS IN THE METHODS OUTLINED ON THE READER SERVICE FORM.

* This insertion is subject to change due to potential state budget revisions that could impact insertions that run after June 2005.
Advertisers will be notified of any revisions before those insertions' deadlines.